

Amendments to the Specification:

Please replace the fifth paragraph on page 15, lines 28-32, with the following amended paragraph:

In one embodiment, the plot 600 may have three axes. For example, the plot may show TARP 601 against reach 602 and cost 603. In this embodiment, if an indicator is plotted showing the outer limit of options that maximise (or minimise) one or a combination of TARP and reach per unit cost, this indicator may be in the form of a surface 604 as shown.

Please replace the last paragraph on page 15, beginning at line 33 and ending on page 16, line 8, with the following amended paragraph:

Figure 6 shows an example three-dimensional plot 600 of TARP 601 against reach 602 and cost 603. In this example there is a local maximum represented by the peak 605 in the surface plot. Media buying options located around this point show an abnormally high TARP level for the given cost and reach. In order for the user to fully understand plots in more than two dimensions, the user may be provided with controls which would allow the surface plot to be rotated about any axis. This enables the user to view the data from any perspective and more easily find peaks and troughs. In this representation the ideal spots are located towards the top left corner of the plot.